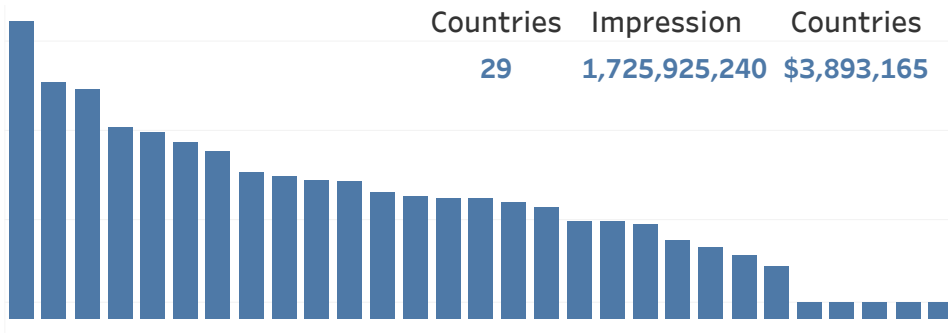


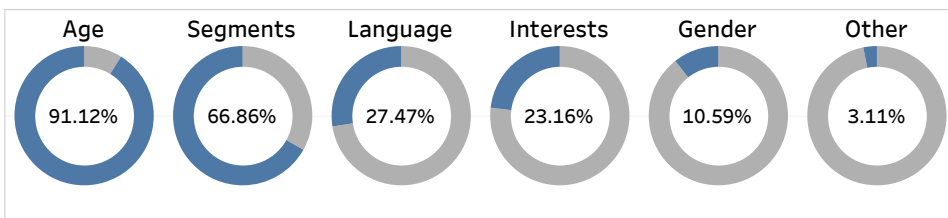


Are Snapchat Ads targeting ads?

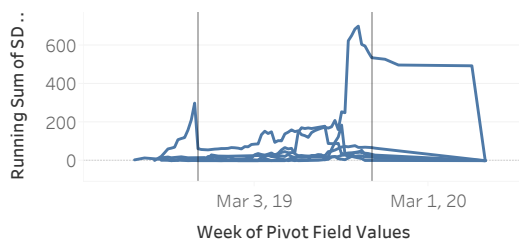
In Recent years there has been a growing public concern to the amount of personal data that social media have collected. However it is important that the public are aware of biased political ads that are targeting them...



How are ads are targeting you?

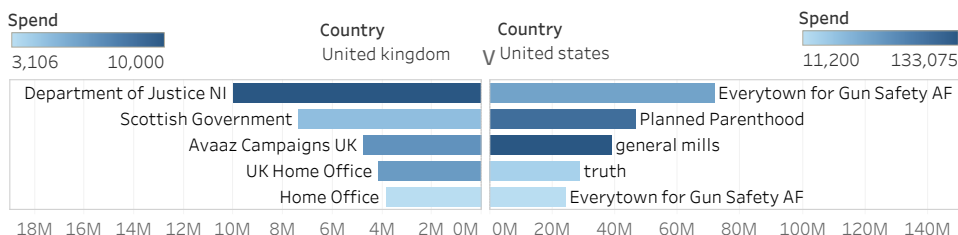


When are they targeting you?

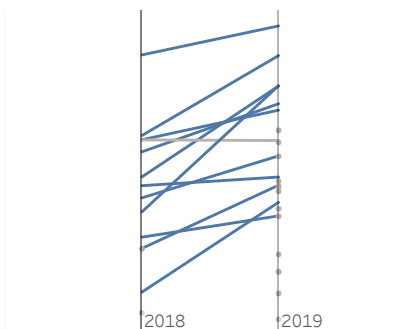


For the five countries in which the snapchat ads are most popular, each countries experiences an **increase** in the number of active ads before a major political election.

Who is paying to target you?



Should we be concerned?



Of the 29 countries in this dataset, only **Denmark** and **Iraq** have shown a **Decrease** in spending on snapchat ads whilst all the other countries have shown an **Increase** in spending.

The younger generation must be particularly careful on the influence we allow political ads to have on our decisions. As an **18 year old**, **75%** of these ads are targeting you and some ads are targeting individuals as young as **14 years old**.